

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

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R 121204Z MAY 76

FM AMEMBASSY BANGKOK

TO RUEHDC WASHDC

INFO SECSTATE WASHDC 6249

UNCLAS BANGKOK 13562

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - JARDINE MATHESON & CO. (SOUTH EAST ASIA)
LTD.

REF: USDOC 5945

1. THAILAND
2. CNTRY CODE: 549
3. SER. NO: N/A
4. JARDINE MATHESON & CO. (SOUTH EAST ASIA) LTD.
- 4A. CODE: K
5. 1032/1-5 RAMA 4 ROAD, P.O. BOX 40
6. BANGKOK, THAILAND
7. ESTABL: 1959
8. EMPL: 150
9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS
LISTED IN ORDER OF IMPORTANCE:
LOCAL MARKET
12. RPT. DATE: 05/76
- 13A. 35851/235 IMPORTER AND DISTRIBUTOR OF AIR CONDI-
TIONING EQUIPMENT
- 13B. 35192/235 IMPORTER AND DISTRIBUTOR OF DIESEL EN-
GINES
- 13C. 26210/235 IMPORTER AND DISTRIBUTOR OF NEWSPRINT
- 13D. 35890/235 IMPORTER AND DISTRIBUTOR OF HOTEL EQUIPMENT
- 13E. 28690/235 IMPORTER AND DISTRIBUTOR OF FLAVORS AND
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ESSENCES

13F. 26110/235 IMPORTER AND DISTRIBUTOR OF PAPER PULP
13G. 47120/9 FREIGHT FORWARDING
14. CONTACT: D.P. GRAHAM TITLE: GENERAL MANAGER
15. CABLE: JARTHAI
16. TELEX: TH2672
17. TEL: 286-9951
18. FINANCIAL REFS: THE CHARTERED BANK, 946 RAMA 4
ROAD, BANGKOK
19. TRADE REFS: YORK DIVISION OF BORG-WARNER CORPORA-
TION, GRANTLEY ROAD, PA. 17403
20. AGENCY REP: YORK DIVISION, BORG-WARNER CORPORATION,
GRANTLEY ROAD, YORK, PA., AIRCONDITIONING EQUIPMENT,
ACQ: 1959;HPOLAKS FRUTAL WORKS, SINGAPORE, FLAVORS,
ACQ: 1959; MACMILLAN BLOEDEL LTD., BENCOUVER, CANADA,
FOREST PRODUCTS, ACQ: 1959; ROLLS-ROYE (1971) LTD., CO-
VENTRY, ENGLAND, AERO-ENGINES, INDUSTRIAL AND MARINE EN-
GINES, ACQ: 1959; STATES STEAMSHIPS COMPANY, BROADWAY
NEW YORK, NEW YORK, FREIGHT SERVICES USA/FAR EAST,
ACQ: 1968
21. SUBJECT FIRM WAS ESTABLISHED IN 1937 AS HENRY WAUGH
CO., LTD. AND ITS NAME WAS CHANGED SEVERAL TIMES UNTIL
THE PRESENT ONE. JARDINE MATHESON & CO. (SOUTH EAST
ASIA) LTD. WAS ADOPTED IN OCTOBER 1973. SUBJECT IS A
WHOLLY-OWNED SUBSIDIARY OF JARDINE MATHESON & CO., LTD.
OF HONG KONG, A LONG ESTABLISHED AND WELL KNOWN BRITISH FIRM.
SUBJECT OPERATES AS AN IMPORTER AND DISTRIBUTOR OF AIRCON-
DITIONING EQUIPMENT, MACHINERY, NEWSPRINT, PAPER AND PULP,
HOTEL SUPPLIES, FLAVOR AND ESSENCES. IT ALSO ACTS AS SHIP-
PING AND CUSTOMS AGENTS. FIRM'S BUSINESS APPEARS TO BE WELL
MANAGED AND EXPANDING WITH A REPORTED ANNUAL TURNOVER OF
\$3.5 MILLION IN 1975. PRESENTLY, FIRM HAS 150 EMPLOYEES,
30 OF WHOM ARE TRAVELLING SALESMEN. SUBJECT FIRM HAS ES-
TABLISHED AN EXCELLENT REPUTATION IN LOCAL BUSINESS CIR-
CLES AND IS ALSO VERY SATISFACTORILY REGARDED BY ITS
BANKER AND IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR
U.S. FIRMS.
WHITEHOUSE

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Margaret P. Grafeld
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